

WXLV-TV
3500 Myer Lee Dr.
Winston Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Sales Office
Buyer Name
Phone/Fax
CPE

Account Types
Billing Type
Comments

MILLENIUM/WASHINGTON DC
Dome, Patricia
/

MCCR/ORDR/820826
National/Political Candidate Agency BRD
Weekly/Irregular
MCCRORY FOR GOV/
MCCRORY FOR NC GOVERNOR
JONATHAN VITT
SHARE = 69%

Contract # 1355167

Schedule Dates 08/20/12-08/26/12

Advertiser

McCrary for Governor (30707)

Agency

Smart Media Group-Alexandria (6613)

Product

POLITICAL CANDIDATE (ms) (1186)

Brand

MCCRORY FOR NC GOV (453334)

Salesperson

MILLENIUM/DC, Washington DC (1108)

Sales Office

Dome, Patricia

Buyer Name

/

Phone/Fax

MCCR/ORDR/820826

CPE

National/Political Candidate Agency BRD

Account Types

Weekly/Irregular

Billing Type

MCCRORY FOR GOV/
MCCRORY FOR NC GOVERNOR
JONATHAN VITT
SHARE = 69%

Date Entered 08/15/12
Last Modified 08/23/12

Entered By Lisa Carter

CO-OP

Headline # ECR09793615

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission

\$448.50

Net Total \$2,541.50

Sales Tax

Greensboro (WXLV)

By Broadcast Month Spots Rate

Aug. 2012 19 \$2,990.00

Grand Total: 19 \$2,990.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/20/12-08/20/12	4	:30	10:58-25A- ABC-The View	1							1	1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
2.0	Normal Line / SPOT (2)	08/21/12-08/21/12	4	:30	10:58-25A- ABC-The View	1							1	1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
3.0	Normal Line / SPOT (3)	08/23/12-08/23/12	4	:30	10:58-25A- ABC-The View	1							1	1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
4.0	Normal Line / SPOT (4)	08/24/12-08/24/12	4	:30	10:58-25A- ABC-The View	1							1	1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12
5.0	Normal Line / News (5)	08/25/12-08/25/12	4	:30	6:30P- ABC-World News Saturday	1							1	1	\$40.00	\$40.00	Greensboro (WXLV)	ABC-WORLD NEWS	8/15/12
5.0.1	Closed Preempt (5)	08/25/12															Greensboro (WXLV)	Pre-empt/Spot-HRA	
6.0	Normal Line / SPOT (6)	08/26/12-08/26/12	4	:30	11:02P- Hollyscoop 2	1							1	1	\$30.00	\$30.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12
7.0	Normal Line / SPOT (7)	08/20/12-08/20/12	4	:30	7P- Family Feud	1							1	1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
8.0	Normal Line / SPOT (8)	08/21/12-08/21/12	4	:30	7P- Family Feud	1							1	1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
9.0	Normal Line / SPOT (9)	08/22/12-08/22/12	4	:30	7P- Family Feud	1							1	1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
10.0	Normal Line / SPOT (10)	08/23/12-08/23/12	4	:30	7P- Family Feud	1							1	1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
11.0	Normal Line / SPOT (11)	08/24/12-08/24/12	4	:30	7P- Family Feud	1							1	1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
12.0	Normal Line / SPOT (12)	08/20/12-08/20/12	4	:30	7:28-30P- Family Feud B	1							1	1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12

CONFIRMATION CONTRACT

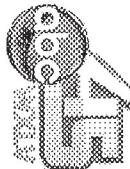
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WXLV-TV
3500 Myer Lee Dr.
Winston Salem, NC 27101

Contract # 1355167
Schedule Dates 08/20/12-08/26/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ms) (1186)
Brand MCCRORY FOR NC GOV (453334)
Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC
Buyer Name Dome, Patricia
Phone/Fax /
CPE MCCRJ/ORDR/8202826
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOV
MCCRORY FOR NC GOVERNOR
JONATHAN VITTI
SHARE = 69%

Contract # 1355167

Date Entered 08/15/12
Last Modified 08/23/12
Entered By Lisa Carter

By Broadcast Month Spots Rate
Aug. 2012 19 \$2,990.00
Grand Total: 19 \$2,990.00

Headline # ECR09793615
Demo A35+R
Order Type Normal

Package Deal
Commission % 15.00
Commission \$448.50
Net Total \$2,541.50

Sales Tax
Commission % 15.00
Commission \$448.50
Net Total \$2,541.50

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	08/21/12-08/21/12	4	:30	7:28-30P- Family Feud B		1						1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
14.0	Normal Line / SPOT (14)	08/22/12-08/22/12	4	:30	7:28-30P- Family Feud B			1					1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
15.0	Normal Line / SPOT (15)	08/23/12-08/23/12	4	:30	7:28-30P- Family Feud B				1				1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
16.0	Normal Line / SPOT (16)	08/24/12-08/24/12	4	:30	7:28-30P- Family Feud B					1			1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
17.0	Normal Line / SPOT (17)	08/25/12-08/25/12	4	:30	6P- Hollyscoop						1		1	\$25.00	\$25.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12	
18.0	Normal Line / Prime (18)	08/20/12-08/20/12	4	:30	7:57-56P- ABC-Bachelor Pad (Monday)						1		1	\$645.00	\$645.00	Greensboro (WXLV)	BACHELOR PAD	8/15/12	
19.0	Normal Line / Prime (19)	08/23/12-08/23/12	4	:30	10P- ABC-Rookie Blue (Thursday)							1	1	\$290.00	\$290.00	Greensboro (WXLV)	ROOKIE BLUE	8/15/12	
20.0	M/G For 50.1 / SPOT (20)	08/25/12-08/25/12	4	:30	8A- ABC-Good Morning American Saturday								1	\$40.00	\$40.00	Greensboro (WXLV)	GMA	8/23/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Accepted-Agency/Advertiser:	Smart Media Group-Alexandria
Date:	8/24/12
Accepted-Station:	WXLV
Date:	8/24/12
Comments:	

Greensboro (WXLV)
By Broadcast Month Spots Rate
Grand Total: 19 \$2,990.00

Rep Order# 9793615 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 1355167
Printed: 08/23/2012 1:57 PM
Last Received: 08/23/2012 11:31 AM

Showing Buylines: All Rep Revised Lines
1 of 2
CM
2/23

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E MCCRORY/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

SEE MG LN 20 FOR SPOT NA LN 5
PLS CP THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
---	---	---	---	---	---	---	---	---	---	---
*5	SA	08/25-08/25	630P-7P	ABC-WORLD NEWS	.30	\$40.00	0	0	0	\$0.00
Rating.	1.0			[MADE-GOOD BY LINE 5] 20]						
				V5 Effective Dates Changed						
*20	SA	08/25-08/25	8A-9A	GMA WEEKEND	.30	\$40.00	1	1	1	\$40.00
Rating.	1.0			Sales Remark. V5 MKGD MKGD FOR SPOTS MISSED ON LN #5. 8/25 1/WK 1 V5 Added						

— REPORT TOTALS —

Report Totals. 1 / \$40.00

— SALES MONTHLY TOTALS —

Aug 12. 19 / \$2,990.00
Sales Totals. 19 / \$2,990.00

✓
9/12/23/112

Rep Order# 9793615 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 1355167 Printed: 08/23/2012 1:57 PM
Last Received: 08/23/2012 11:31 AM

Showing Buylines: All Rep Revised Lines
Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI
Agency C/P/I/P/Z/E ALEXANDRIA, VA 22314
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks Salesperson Phone#: 202-955-5342
Salesperson FAX#: 202-955-5342

2 of 2

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Station Totals. 19 / \$2,990.00
Lines not sent/rclld/rtrn. 0 / \$0.00

—COMPETITIVE—

Market Totals	CABL	UNKN	WBFX	WCWG	WFMY
\$49,833	0%	0%	0%	0%	28%
	WGHP	1%	WUPN	WXII	WXLV

Books null
Deutsch RA35+

Rep Order# 9793615 Ver# 4 Status Returned
ECD Yes Traffic Order# 1355167

Printed: 08/22/2012 11:47 AM
Last Received: 08/16/2012 5:51 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P/I/P/Z/E MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —
MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

pls see line # 5 for n/a and mg offer.
pls try to advise by cob today
(sat's log deadline).

S. D. ✓

✓

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
---	---	---	---	---	---	---	---	---	---	---
*5	SA	08/25-08/25	630P-7P	ABC-WORLD NEWS	.30	\$40.00	1	1	1	\$40.00

Rating. 1.0
Station Remark. V4 1x P/A 8/25 (oversold)-offer mg sat 8/25 8-9a 1x
(incir gma weekend)

—REPORT TOTALS—

Report Totals. 1 / \$40.00

—SALES MONTHLY TOTALS—

Aug 12. 19 / \$2,990.00
Sales Totals. 19 / \$2,990.00
Station Totals. 19 / \$2,990.00
Lines not sent/reld/rtn. 0 / \$0.00

—COMPETITIVE—

Market	Totals	CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WEMY	28%
WGHP	26%	WMYV	1%	WUPN	0%	WXII	39%	WXLV	6%		

Rep Order# 9793615 Ver# 4 Status Returned
EC'd Yes Traffic Order# 1355167

Printed: 08/22/2012 11:47 AM
Last Received: 08/16/2012 5:51 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency CPI/PZE MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+